

# GIMBELS—March of "Progress"



The Spirit of Commerce

## "Progress"

SOON after the GIMBEL New York Store opened a little more than 5 years ago a writer, in commenting on this business, said:

"THE GREATEST FORWARD STEP IN AMERICAN RETAILING HAS JUST BEEN MADE BY THE NEW AND WONDERFUL GIMBEL STORE, OPENED THIS MONTH IN NEW YORK CITY."

"This new store is something more than a mere commercial structure stocked with merchandise for sale. It is a store with a soul in it—a store of ideals—and strangely enough a store of ideals carried almost to realization. It typifies the hopes and dreams of men who have been planning the ideal store for more than a generation and at last believe they have it. In an age of specialization it has carried specializing in retailing to its logical limit. The so-called 'modern' idea (also sometimes called the 'old-fashioned' idea) of straight-forward and square dealing, with the public in the center of the store, is carried to its ultimate refinement. It is not an idea that is modern in the GIMBEL sense, for it has been the GIMBEL policy for 65 years."

And in this Store as it is today, you have the later, broader, better expression of the spirit of "progress" as applied to a great retail business.

It isn't difficult to write rapidly of the GIMBEL store, for it is a most inspiring subject. It isn't hard to paint a word picture of this vast and stately business edifice, its wonderful stocks and huge army of employees. But it is difficult within the scope of a few sentences to paint a picture that will ADEQUATELY convey the right mental impression to those who read.

Squarely facing November, prepared and preparing for sales that will still further illuminate the true meaning of the word "progress" as applied to this business, the GIMBEL store hopes to achieve results hitherto unattained in this month.

- Right merchandise.
- Right prices.
- A service constantly bettered.

These are some of the planks of the GIMBEL platform—and which are helping to build a gigantic retail business in a field conspicuous for its large stores.

## "Progress"—Young Women's Broadcloth Suits at \$29.50

BECAUSE we are specializing Suits at \$29.50 we offer splendid fur-trimmed Suits at this exceedingly low price. Hudson Seal (dyed Muskrat) trims the Coat and embroidered arrow heads above belt and on long loop pockets are very effective. Sizes 14, 16 and 18 years.

Brown, Green, Navy Blue, Black, Copenhagen Blue

Numerous Other Styles at \$29.50  
Broadcloths and Whipcords, trimmed with various kinds of fur.

GIMBELS—Third Floor

## "Progress"—Notable Sale of 200 Women's Afternoon & Evening Dresses At \$19.75

NOT a dress in this interesting collection was made to sell for less than \$35 to \$40. They represent styles that are being made to-day by the very best dressmakers. The materials are of the quality that will bring forth exclamations of genuine surprise—considering our sale price.

### "Sample" Dresses

Only one or two of a kind. All sizes in the lot, but not in any one style.

Exquisite Evening Gowns \$19.75

Take for example the gown sketched. Shimmering cloth of gold color forms the foundation, which is draped with black net and ruffled with gold embroidered net.

Other charming frocks of satin and Georgette crepe combination besides taffeta dresses that are simply or elaborately draped with tulle or lace.

Rich Afternoon Dresses, \$19.75

Satin, velvet and fur combination is one of the many styles, as illustrated. The styles and materials are so varied that detailed description is impossible, so we say come to be convinced that this offer is extraordinary.

GIMBELS—Third Floor



\$19.75

## "Progress"—"Her Own Reasons" for Buying Three GIMBEL Paris Hats

A discriminating woman after visiting many of the exclusive Millinery shops came to GIMBELS. Entering the Medium Price Room she at once became enraptured over the copies of French Hats. They were such strikingly accurate reproductions that she thought they were the original Paris models. Only the prices could convince her of her mistake and she immediately bought three hats.

This again conclusively proves The Supremacy of GIMBEL-PARIS Millinery at \$6.75 to \$10

They are displayed in our medium priced room, and every Hat is a copy or adaptation of a French model Hat.

Exact Copy of Caroline Reboux's Velvet-and-Maline Hat, \$10

Of fine black Lyons Velvet, with skunk encircling the high crown and the height is exaggerated by a large maline puffed crown, as illustrated.

Smart Tailleur Hats at \$5 and \$6.75

Displayed in a special section, Third Floor, Thirty-second Street Side.



\$10

## 500 Women's Broadcloth Suits Copied from Costly Models At \$29.50

New Beltless Suits, button trimmed fob pockets, semi-fitted Coat, with full flare springing from beltless waist line are the newest features.

They have high military collar, band on sleeves and bottom of Coat are of Hudson seal (dyed muskrat). In seal brown, black, green and navy blue.

Braid and Fur-trimmed Suits at \$29.50

Practically the same style Coat, with braid belt effect; belt and high collar edged with skunk opossum; full flare circular skirt.

Long Coat Suits, With Large Hip Pockets, \$29.50

Besides numerous other smartly tailored suits with long, medium or box Coats. All are silk lined and interlined throughout and the majority are fur trimmed.

GIMBELS—Third Floor

## "Progress"—Every Blouse Had to Present a New Feature to Be in This Sale at \$2.95, \$3.95 and \$5



\$5

## Blouse Sketched—Copied from \$16.75 French Blouse At \$5

Made of finest quality crepe de chine and quite original with its daintily hand embroidered fob pockets. Rich colorings of Joffre blue, Military rose, flesh pink, also white.

## Tailleur Pussy Willow Blouses (labeled) At \$5

We believe this is the first time that a Blouse of this quality and style has ever been offered as low as \$5. The high collar is encircled with a black moire silk stock, but this can be removed and the collar worn high or low.

## Other Splendid \$5 Specials:

Fine White Georgette Crepe Blouses, with collar, vestee and band on cuffs of Joffre blue, maize and rose color taffeta.

100 Georgette Crepe Blouses. The fronts are of tucking and cross pleats, in flesh, heliotrope, plum, maize and black.

Net Blouses embroidered in lace design over flesh color chiffon. In navy blue, Copenhagen blue and brown.

Exceptional Lace Blouses combined with Crepe Georgette and adorned with an effective trimming of silk cords and fancy buttons that form deep points at both back and front of Blouse.

Shadow Lace Blouses over lining of chiffon cloth and wide ribbon banding of flesh pink satin; cuffs and triple collar of layers of chiffon and lace.

## Incomparable—These \$3.95 Blouses Washable Satin Blouses that Fasten High to Neck White and Flesh Pink Satin de Chine Blouses

Two Pointed Front Blouse of Washable Satin, in flesh pink and white.

## Four Remarkable Specials!

1,200 Lingerie Blouses, At \$2

Of fine voile: two models open in back. One style is inset with real Irish crochet, and the other with wide bands of Valenciennes lace; embroidered voiles: "Lady Dandy" Blouses with hemstitched linen collar and cuffs; Tailleur models with large pearl buttons and French bound buttonholes. The majority of the Blouses have convertible collars and long sleeves with novel cuffs.

600 Crepe de Chine Blouses, \$2.95

Washable Blouses of excellent quality. In flesh, white, navy blue, Copenhagen blue, on flat flare collar.

Embroidered Black Net Blouses, \$2.95

Over flesh and Rouman plaid chiffon; collar of black lace and the Roman plaid; long sleeves of black net with full at hand.

600 Fancy Striped Voile Blouses, \$1

The broad mercerized stripe of white on a white background is a distinct novelty.

New Blouse Section—Here can be found exclusively Blouses in size 46 at \$2.95 to \$10.75.

GIMBELS—Third Floor Blouse Shop

Formerly  
A. T. Stewart & Co.

# The John Wanamaker Store

Broadway  
at Ninth

The Enlarged Lower-Price Fashion Store on the Subway Floor  
—Presents, Beginning Thursday—

## The Season's First BIG Sale of 1,513 Coats, Dresses and Suits For Women and Young Women

This Sale is BIG both in savings and variety. It is the result of a month of careful planning. Its exceptional opportunities were brought about by weeks of watchful waiting—a readiness to take immediate advantage with cash of every opportunity the wholesale market offered.

### Fabrics Bought and Made Up to Order

In one instance an importer's entire surplus collection of coatings was secured at a substantial discount from current market rates. We called upon one of our most reliable manufacturers. We designated our own styles—the very ones we have tried out in our regular stocks this season. These styles have proven fashionable and practical.

### How Much We Are Saving Our Patrons

by this one of many unusual transactions was brought to our eyes very forcibly only a few days ago. A certain large manufacturer of coats for women and young women offered us his entire surplus stock. We found these coats, already made up, were of the same grade of materials as those in the coats we have secured for this sale. Many of the styles were duplicates of our own. But the price at which he was willing to sell them at wholesale (it represented a sacrifice of his normal profits) is the same as we are going to sell our specially-made coats tomorrow at retail.

From another manufacturer we bought a group of coats made up over our models from his "odd" lengths of materials.

### Many of the Garments Will Be Sold Close to the Ordinary Cost of the Materials

The 400 dresses in the sale represent first choice from a prominent maker's entire surplus stock. With our regular stocks as a foundation for comparison, the least saving on any one dress is \$4.75; a great many dresses are half (some less than half) regular Wanamaker prices.

The suits, mostly few of a style or material, are marked at prices that warrant calling this sale the first BIG Fashion Sale of the season in the Lower-Price Store—big in savings and variety.

### 495 Women's Coats at \$12.50

Generously cut coats of plaids, meltons, novelty coatings, and mixtures; some ideal for motoring; one model with large fur collar; others with fashionable Chin-chin collars of velvet; variety of colors.

### 375 Young Women's Coats at \$12.50

Wool velours in plain colors and novelty stripes, dark mixtures, plaids, meltons, fancy mixtures and novelty coatings. Large full-top collars of natural racoon, chinchilla squirrel; some with high-standing collars edged with fur; belted and loose-fitting models.

### 100 Women's Coats, \$8.50

Self striped sabeline in black and navy; roomy belted coats with high standing collars and cuffs trimmed with velvet.

### 100 Young Women's Coats, \$8.50

Boucle in light and dark blues with plush collar and cuffs; loose belted back; duplicates of one of our most popular styles.

### 400 Dresses for Women and Young Women at \$10

Thirty-six styles for street, afternoon and evening wear. Velvet and charmeuse combinations, charmeuse with Georgette crepe, velveteen with fur trimmings, faille silk, crepe de chine, serge and taffeta combinations, serge in plain tailored models, taffeta combined with net, charmeuse in pretty evening shades, taffeta or charmeuse over net foundations, black net over silk foundations, crepe meteor. Mostly few-of-a-kind.

Some with sleeves of dainty chiffon; others are prettily embroidered or trimmed with braid; some with lace collars; the evening styles are in a variety of shades. This is without doubt the most unusual collection of dresses the Lower-Price Fashion Store has ever offered for \$10.

### 86 Women's Suits at \$16.75

Forty styles—so there are not many of any particular one. All are surprisingly low-priced. Excellent qualities of broadcloth, novelty mixtures, whipcord; some have fur collars; plain and fancy tailored models; wonderfully good-looking and well-made for this little price.

### 115 Women's Suits at \$10

Plain tailored models—mostly few of a style—serge and poplin; black, blue, brown; velvet trimmed—exceptional.

### 127 Young Women's Suits At \$19.75

All are marked at a great saving because we had these made from materials of which the manufacturer had only a few yards of any one pattern left. Broadcloth, velours de laine, whipcord, kitten's ear; some fur-trimmed; peau de cygne linings of excellent quality; fashion-able shades.

Thursday in the Greatly-Enlarged Lower-Price Fashion Store, Subway floor, Old Building.

## Other Special News Thursday in the Lower-Price Store

### "Odd" Groups of Boys' Clothes at Very Little Prices

Former prices have been entirely forgotten in order to clear these few-of-a-kind garments for boys out in one day. They will be all grouped on one table at these remarkably low prices:

\$2.50 for long-trouser suits (coat, vest and trousers), medium weight, sizes 14, 15 and 16 years.

\$2.50 for overcoats in sizes 16, 17 and 18 years.

\$2.50 for Norfolk suits (some with two pairs trousers), medium weight; sizes 7 to 11 and 14 to 18 years.

\$2 for military suits of blue cheviot, sizes 6 to 10 years.

\$2 for blue Balmacran overcoats, medium weights, sizes 6 to 10 years. Subway floor, Old Building.

### Special Millinery, \$5

New purchase of smart velvet hats in sand, dark plum, rose and black; some fur-trimmed; attractive sailor and close-fitting shapes.

Subway floor, Old Building.

### New and Special for Children

Corduroy Coats, \$3—belted, pockets; brown and navy, sizes 2 to 8—unusual.

Bathrobes, \$2—blanket robes for children and girls of 6 to 18 years; satin trimmings; rose, navy, red, cadet in two-tone effects. Subway floor, Old Building.

### Women's Shoes, \$2.50

The "Lady Betty" shoes for women are made under Wanamaker supervision. Their smart lines and good workmanship show their Wanamaker influence.

Dull calf and patent leathers with kid or cloth tops, laced or buttoned styles. Subway floor, Old Building.

### 800 New and Unusual Blouses

\$1.85 for crepe de chine blouses with prettily embroidered fronts; flesh and white.

\$2 for another special purchase of plaid messaline and Roman striped tub silk blouses in dark shades. Subway floor, Old Building.

### Women's Underwear and Hosiery

50c each for combination suits of medium weight cotton.

35c each for medium weight cotton vests and drawers; several styles; some are "seconds."

15c pair for black cotton stockings, medium and light weights; "seconds." Subway floor, Old Building.

### Novelty Jewelry at 25c

Gold-front cuff links, shirtwaist pins (3 on a card), hat pins with various novelty tops—all specially priced at 25c. Subway floor, Old Building.

# The John Wanamaker Store

Broadway and 33d Street